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IN THE CLAIMS

1. [Currently Amended]   A method of displaying competitive product performance data, comprising:

    providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product;

    associating a plurality of the each animated graphic file[[s]] with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale;

    determining a first product value representing [[a]] the first product's performance on a test;

    determining a second product value representing [[a]] the second product's performance on the test;

    solving for a numeric contest value by mathematical relationship between the first product value and the second product value;

    determining which numeric range includes the contest value;

    selecting the an animated graphic file associated with the numeric range which includes the contest value; and,

    displaying the selected animated graphic file contest.

2. [Cancelled]

3. [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein displaying the selected animated contest further comprises:

    providing access to the selected animated contest file on a web page for viewing by Internet users.